

## Be a Part of Big Thicket's Website Improvement Project



Project Title	Be a Part of Big Thicket's Website Improvement Project
Project Summary	Help us analyze our site's website and create a plan for improving it through the development of a content strategy.
Country	United States

## Project Description

We are looking for someone who can look at our park's website through the eyes of a visitor, analyze and inventory what works and what is lacking, and develop a content strategy for improving the site. We are seeking assistance in: 1) inventorying our website's current content and creating a content inventory matrix; 2) evaluating the existing content for effectiveness; 3) identifying content gaps; 4) defining goals for improving the website; and 5) developing a strategy for implementing recommended improvements. The intern will develop a content strategy, which will be used to guide the ongoing website development. Templates and guidance for this content strategy will be provided.

## Required Skills or Interests

### Skill(s)

Analytical writing

Design thinking

Website design

## Additional Information

Big Thicket National Preserve's website: [www.nps.gov/bith](http://www.nps.gov/bith)

Find additional information about Big Thicket National Preserve on Facebook, Instagram, and Twitter@BigThicketNPS.

The appearance, style, and formatting of the website is standardized at the agency level. All web authoring must be done by a park employee on a government computer, so this project does not include any actual website

work or coding. This project focuses on the critical analysis of existing website content and the development of a written planning document that will identify a strategy for improving that content. Interns do not need to be technical experts, but rather should be creative, organized, and understanding of the park visitor experience. Resources, sample documents, and other tools will be shared with the intern. Big Thicket National Preserve is located in southeast Texas, near the city of Beaumont, and 75 miles northeast of Houston. The preserve consists of nine land units and six water corridors encompassing over 113,000 acres.

## Language Requirements

*None*